

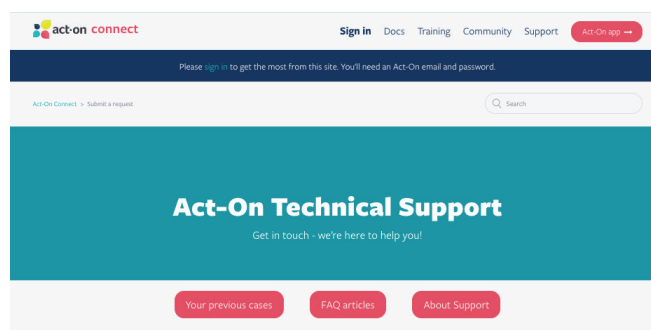
DATA SHEET

# ACT-ON CONNECT

## New User Training Workshop

### Foundational Training for New and Returning Users

Act-On's New User Training Workshop is a hands-on experience geared to help you implement - and see return on - your Act-On account in record time. As an attendee you'll learn how to fully leverage the Act-On platform, set the foundation for your marketing automation success, and move you towards completion of your marketing automation goals. The New User Training Workshop covers basic marketing strategy, complemented by step-by-step walk-throughs of important Act-On features.



### What's covered at New User Training Workshop?

Each day of the workshop will focus on completing standard projects that can be used to meet onboarding requirements. After each day of the workshop, you'll be provided with homework assignments that will reinforce what you learned that day.

#### LEARNING TOPICS

##### DAY 1

Marketing Automation Overview  
Website Prospector & SEO  
Building Landing Pages Social  
Publisher & Listener

##### DAY 2

Converting with Forms  
Lead Management  
Design & Deploy Email  
Trigger a Targeted Message

##### DAY 3

Lead Nurture Programs  
Identify & Track Marketing  
Qualified Leads  
Customer Welcome Programs  
Grow Your Pipeline with Referrals

## FAQs

### WHY SHOULD I SIGN UP FOR THE NEW USER TRAINING WORKSHOP?

The New User Training Workshop is an intense 3-day workshop that will teach you what you need to know and complete for your onboarding journey. Our Learning Consultants will focus on helping you finish your onboarding journey during the workshop while helping you market across the buyer's journey.

### WHO SHOULD ATTEND?

We welcome anyone who is serious about completing the onboarding journey as quickly as possible, or take a refresher course to ensure their Act-On account is properly set up. If you thrive in an in-person, small group environment, this is for you! You will be with peers who are looking to accomplish a range of similar goals, so come prepared to get things done. \*You must have Marketing User privileges in your Act-On account.

### ARE THERE PREREQUISITES FOR THE NEW USER TRAINING WORKSHOP?

Glad you asked! The only prerequisites are for you to have your Act-On login details and for you to be a Marketing User.

### WHERE ARE THE NEW USER TRAINING LOCATED, AND WHEN DO THEY HAPPEN?

Workshops are scheduled once every month, and run Tuesday-Thursday. Each day is scheduled for 9:00 AM until 4:30 PM local time. Dates and locations for currently scheduled New User Training Workshops are available through [Act-On Connect](#).

### IS THERE A FEE TO SIGN UP FOR A WORKSHOP?

Yes, the fee for the 3-day workshop is \$750 per seat. Students are responsible for making their own travel arrangements to and from the session.

### HOW DO I SIGN UP?

Contact your Regional Sales Manager, and they will send you the proper paperwork. Once the paperwork has been returned, you will be contacted by one of our Learning Consultants with registration confirmation.

### WHAT DO I NEED TO BRING TO THE WORKSHOP?

You will need to bring:

- A laptop
- Your CRM Admin credentials
- Your Act-On login credential
- An eagerness to learn and accomplish projects

*To enroll in New User Training Workshop, contact your Regional Sales Manager or email [training@act-on.com](mailto:training@act-on.com)*

## ABOUT ACT-ON SOFTWARE

Act-On Software is the world's growth marketing leader, offering solutions that empower marketers to move beyond the lead and engage targets at every step of the customer lifecycle. Act-On makes customer data actionable so marketers can strategize smart, effective solutions to grow their businesses and generate higher customer lifetime value – all with the fastest time-to-value.

